



WPTV

ORDER

Print Date 09/26/12

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Flight Dates **09/24/12-09/30/12**

Contract / Revision **312008 /**

Original Date / Revision
09/21/12 09/25/12

Advertiser **Murphy / Democrat / Congre**

Agency **Fortune Media**

Buying Contact

**527 Avenue B
Redondo Beach, CA 90277**

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Friends of Patrick Murphy

Agency Com 15%

Billing Contact

**527 Avenue B
Redondo Beach, CA 90277**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **390**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Order Share 46% Market Value 16630

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	54%	8980
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	5	\$6,502.50	\$7,650.00	0.00
Totals	5	\$6,502.50	\$7,650.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/27/12	5	\$6,502.50	\$7,650.00

Hiatus Dates: 09/11/12

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	09/24/12	09/30/12	Monday Prime C Revolution	CM	10-11p	M-----	:30	1	\$950.00	P-1	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	M-----					1	\$950.00		0.00		
N 2	WPTV	09/24/12	09/30/12	Wednesday Prime A animal prac/guys w kids	CM	8-9p	--W----	:30	1	\$950.00	P-1	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	--W----					1	\$950.00		0.00		
N 3	WPTV	09/24/12	09/30/12		CM	10-11p	--W----	:30	1	\$1,800.00	P-1	0.00 NM	1	\$1,800.00



WPTV

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Contract / Revision **312008** Flight Dates **09/24/12-09/30/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/21/12/ 09/25/12

Order Sep 00:20:00

Advertiser **Murphy / Democrat / Congr** Product **Friends of Patrick Murphy** Estimate # **390**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wednesday Prime C L&O:SVUR Premiere											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$1,800.00		0.00			
N 4	WPTV	09/24/12	09/30/12	NBC Thursday Prime SNL Election special	CM	8-11p (8:00 PM-8:30 PM)	---T---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$3,000.00		0.00			
N 5	WPTV	09/24/12	09/30/12	Thursday Prime C Rock Center	CM	10-11p	---T---	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$950.00		0.00			
Totals														5	\$7,650.00